

Jacket: 618-405
Title: FY25 2HSS Self-Mailer "Challenge"

Agency: Marine Corps Recruiting Command
Bid opening: November 26, 2024 at 11:00 a.m., prevailing Eastern Standard Time

Jacket	Contractor Name	Bid	Terms			Discount
618-405	*Advantage Mailing LLC	\$303,647.36	0.25	%	20 days	\$302,888.24
618-405	RR Donnelley	\$346,412.00	0	%	0 days	\$346,412.00
618-405				%	days	\$0.00
618-405				%	days	\$0.00

* AWARD

RW / WL

U.S. Government Publishing Office (GPO)
Midatlantic Region
General Terms, Conditions, and Specifications
For the procurement of
FY25 2HSS Self-Mailer "Challenge"
As requested from U.S. Government Publishing Office (GPO) by the
Marine Corps Recruiting Command

BID OPENING: Bids shall be opened virtually at **11:00 AM**, Eastern Time (ET), on **November 26, 2024**, at the U.S. Government Publishing Office. All parties interested in attending the bid opening shall email bids@gpo.gov one (1) hour prior to the bid opening date and time to request a Microsoft Teams live stream link. This must be a separate email from the bid submission. The link will be emailed prior to the bid opening.

For information regarding the solicitation requirements prior to award, please contact Russ Ward 757-490-7940 Ext. 7 or wward@gpo.gov.

BID SUBMISSION: Bidders must email bids to bids@gpo.gov for this solicitation. No other method of bid submission will be accepted at this time. The *Jacket Number* and bid opening date must be specified in the subject line of the emailed bid submission. ***Bids received after the bid opening date and time specified above will not be considered for award.***

Bidders are to fill out, sign/initial, as applicable, Page 8.

ADDITIONAL EMAILED BID SUBMISSION PROVISIONS: The Government will not be responsible for any failure attributable to the transmission or receipt of the emailed bid including, but not limited to, the following:

- 1) Illegibility of bid.
- 2) Emails over 75 MB may not be received by GPO due to size limitations for receiving emails.
- 3) The bidder's email provider may have different size limitations for sending email; however, bidders are advised not to exceed GPO's stated limit.
- 4) When the email bid is received by GPO, it will remain unopened until the specified bid opening time. Government personnel will not validate receipt of the emailed bid prior to bid opening. GPO will use the prevailing time (specified as the local time zone) and the exact time that the email is received by GPO's email server as the official time stamp for bid receipt at the specified location.

BIDDER'S NAME AND SIGNATURE: Unless specific written exception is taken, the bidder, by signing and submitting a bid, agrees with and accepts responsibility for all certifications and representations as required by the solicitation and GPO Contract Terms – Publication 310.2. When responding by email, fill out and return one completed copy of all applicable pages (pgs. 8) that include the Jacket Number, Bid Price, Additional Rate, Discounts, Amendments, Bid Acceptance Period, and Bidder's Name and Signature, including signing where indicated. Valid electronic signatures will be accepted in accordance with the Uniform Electronic Transactions Act, § 2. Electronic signatures must be verifiable of the person authorized by the company to sign bids.

OFFERS: Offers must include the cost of all materials and operations for the total quantity ordered in accordance with these specifications. In addition, a price must be submitted for each additional **1,000 Packages**. The price for additional quantities must be based on a continuing run, exclusive of all basic or preliminary charges and will not be a factor for determination of award.

GENERAL TERMS AND CONDITIONS

GPO CONTRACT TERMS: Any contract which results from this Invitation for Bid will be subject to the applicable provisions, clauses, and supplemental specifications of GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 01-18)) and GPO Contract Terms, Quality Assurance Through Attributes Program for Printing and Binding (GPO Publication 310.1, effective May 1979 (Rev. 09-19)).

GPO Contract Terms (GPO Publication 310.2)–

<https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/contractterms2018.pdf>.

GPO QATAP (GPO Publication 310.1)–

<https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/qatap-rev-09-19.pdf>.

PREAWARD SURVEY: In order to determine the responsibility of the prime contractor, the Government reserves the right to conduct an on-site pre-award survey at the contractor's/subcontractor's facility or to require other evidence of technical, production, managerial, financial, and similar abilities to perform, prior to the award of a contract. As part of the financial determination, the contractor in line for award may be required to provide one or more of the following financial documents:

- 1) Most recent profit and loss statement
- 2) Most recent balance sheet
- 3) Statement of cash flows
- 4) Current official bank statement
- 5) Current lines of credit (with amounts available)
- 6) Letter of commitment from paper supplier(s)

The documents will be reviewed to validate that adequate financial resources are available to perform the contract requirements. Documents submitted will be kept confidential and used only for the determination of responsibility by the Government. Failure to provide the requested information in the time specified by the Government may result in the Contracting Officer not having adequate information to reach an affirmative determination of responsibility.

NOTE: Prior to award the apparent low vendor must be able to show ability to produce the product in question and may be asked to supply samples of similar items.

PAYMENT: Submitting invoices for payment via the GPO fax gateway (if no samples are required) utilizing the GPO barcode coversheet program application is the most efficient method of invoicing. Instruction for using this method can be found at the following web address: <http://winapps.access.gpo.gov/fms/vouchers/barcode/instructions.html>

Invoices may also be mailed to: U.S. Government Publishing Office, Office of Financial Management,
Attn: Comptroller, Stop: FMCE, Washington, DC 20401.

For more information about the billing process refer to the General Information of the Office of Finance web page located at <https://www.gpo.gov/how-to-work-with-us/vendors/how-to-get-paid>

Vendors are expected to submit invoices within 30 days of job shipping/delivery.

MODS: If any additional costs are incurred during the production of this job due to Government action (i.e. AAs), contractor is REQUIRED to submit written request to the Printing Specialist for written approval BEFORE proceeding.

Only a warranted GPO Contracting Officer acting within their appointed limits, has the authority to issue modifications or otherwise change the terms and conditions of this contract. If an individual other than the GPO Contracting Officer attempts to make changes to the terms and conditions of this contract, you shall not proceed with the change and shall immediately notify the GPO Contracting Officer. Proceeding with any work not authorized by the GPO Contracting Officer will be at the Contractor's own risk.

CONTRACTOR TO FURNISH: All materials and operations, other than those listed under "Government to Furnish," necessary to produce the product in accordance with these specifications.

GOVERNMENT TO FURNISH: PDF files posted to printers FTP site upon award.

PRODUCT: Packages to include a carrier, reply card, and a letter, printing 4-color process, Pantone 296C (blue), Pantone 187C (red) plus overall gloss aqueous.

QUANTITY:

Carriers: 1,100,000: SSC25 (Control) – 550,000 (Blue Package) & SSBT25 (Branded Test) – 550,000 (Red Package)
Reply Cards 2,200,000: Control SSCB25 – 550,000, Control SSCP25 – 550,000, Branded Test SSTB25 - 550,000, Branded Test SSTP - 550,000
Letters: 1,100,000: SSCL25 (Control) – 550,000 (Blue Package) & SSBTL25 (Branded Test) – 550,000 (Red Package)
Total printed images 4,400,000

TITLE: FY25 2HSS Self-Mailer "Challenge"

TRIM: See Description for each part of packages

DESCRIPTION:

Digital Printing Not Acceptable.
Print and deliver two versions package.
This contract is for dated material, delivery schedule is critical and non-negotiable.
All colors must print in one pass.
All PMS colors must be shown in proof as close as possible to the actual color.
Press schedule must be provided along with how many shifts this will be printed over.
Upon completion of the printing, printer needs to provide two (2) labeled final digital downloads along with a directory of what was printed.
Delivery date is non-negotiable and a possible second round of proofs may be required and should be considered and included when bidding on project schedule.
Second round proofs are changes to existing proofs. Corrections (color and/or copy) to be made by the printer and the output of proofs need to be included in your price.

CARRIER

Quantity: 1,100,000 (No Overs/No Unders)
Breakdown: SSC25 (Control) – 550,000 (Blue Package) & SSBT25 (Branded Test) – 550,000 (Red Package)
Final Flat Size – 14" x 8 ½", Converted Size – 5" x 8 ½". Panel Sizes: 4"; 5" & 5", Inside 4" Panel glues 3/8" on each side to create pocket.

REPLY CARDS

Quantity: 2,200,000 (No Overs/No Unders)
Breakdown: Control SSCB25 – 550,000, Control SSCP25 – 550,000, Branded Test SSTB25 - 550,000, Branded Test SSTP - 550,000
Size: 6 x 4 ¼"

LETTER

Quantity: 1,100,000 (No Overs/No Unders)
Breakdown: SSCL25 (Control) – 550,000 (Blue Package) & SSBTL25 (Branded Test) – 550,000 (Red Package)
Size: Flat 7 ¼ x 9" Folded: 7 ¼ x 4 ½ "

STOCK/PAPER: The specifications of all paper furnished must be in accordance with those listed herein or listed for the corresponding JCP Code numbers in the "Government Paper Specification Standards No. 13" dated September 2019. https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/vol_13.pdf

CARRIER: Gloss-Coated Cover, Weight: 80 lbs. per 500 sheets, 20 x 26"), equal to JCP Code* L11
REPLY CARDS: Gloss-Coated Cover, Weight: 80 lbs. per 500 sheets, 20 x 26"), equal to JCP Code* L11
LETTER: Gloss-Coated Text, Weight: 80 lbs. per 500 sheets, 25 X 38"), equal to JCP Code* A181

COLOR OF INK:

CARRIER: 4/C Process Color + PMS 187 + PMS 296 + 100% Gloss Aqueous

NOTE: *Both the control and test package are the same colors with different breaks:*

REPLY CARDS: 4/C Process Color + Pantone 187C + Pantone 296C + Spot Gloss Aqueous on all color areas

LETTER: 4/C Process Color + Pantone 187C + Pantone 296C + Spot Gloss Aqueous on all color areas

MARGINS: All Parts Bleed must be built.

BINDERY/FINISHING: In the side pocket the reply card should be inserted with the folded letter on top – all facing forward when pulled out of the pocket.

PANEL	OUTSIDE CODE	LETTER CODE	BASE REPLY CODE (Black Plate)	PASS REPLY CODE (Black Plate)
Control	SSC25	SSCL25	SSCB25	SSCP25
Branded Test	SSBT25	SSBTL25	SSTB25	SSTP25

Package should be fugitive glue sealed with three 3/8” spots for mailing.

PROOFS: PDF, High Resolution proof, Digital Content proof, Ink drawdowns for each Pantone and Stock sample.

PDF Proof:

Contractor to submit one Press Quality PDF soft proof (for content only) using the same Raster Image Processor (RIP) that will be used to produce the final printed product. PDF proof will be evaluated for text flow, image position, and color breaks. Proof will not be used for color match. Agency can keep proof Three (3) workdays. Date of receipt is NOT considered first workday.

Email PDF to: jackie.mcgowan@wundermanthompson.com, wward@gpo.gov.

After approval of the PDF Proof, Contractor shall provide all below proofs.

High Resolution proof

Contractor MUST supply a proof sign-off sheet and a return airbill. Also, please include that the agency can only keep proofs 3 working days.

3 sets of digital one-piece composite laminated halftone proofs on the actual production stock (Kodak Approval, Polaroid PolaProof, CreoSpectrum, or Fuji Final Proof) with a minimum resolution of 2400 x 2400 dpi.

At contractors’ option, one set of inkjet proofs that are G7 profiled and use pigment-based inks may be submitted in lieu of digital one-piece composite laminated halftone proofs. A proofing RIP that provides an option for high quality color matching such as Device Links Technology and/or ICC Profiles Technology, and meets or exceeds industry tolerance to ISO 12647-7 standard for Graphic Technology (as of 2016 and future amendments) must be utilized. Proofs must be ripped and sent at plate resolution (minimum of 2400 x 2400 dpi). If using a 1 bit tiff, the tiff must be made at a minimum of 2400 dpi. Output must be a minimum of 2400 x 1200 dpi on a GRACoL or SWOP certified proofing media. Proofs must contain both of the following to be evaluated for accuracy: 3-tier color control strip: IDEAlliance ISO 12647-7 2013(i1), and the GPO Resolution target found at: www.gpo.gov/gporestarget.pdf. NOTE: If a contractor chooses this proof option, prior evaluation and approval of this proofing method must be provided by GPO, Quality Control for Published Products, to ensure that the final product will be produced in accordance with contract specifications. See instructions at:

[https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-](https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/qlsamples6f200c30b44a64308413ff00001d133d.pdf)

[vendors/qlsamples6f200c30b44a64308413ff00001d133d.pdf](https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/qlsamples6f200c30b44a64308413ff00001d133d.pdf). Failure to obtain this evaluation and approval may be cause for the job to be rejected should the final product not match the proofs for color.

Proofs must contain color control bars (such as Brunner, GATF, GRETAG, or RIT) for each color of ink on the sheet. Control bars must be placed parallel to the press ink rollers and must show areas consisting of minimum 1/8 x 1/8 solid color patches; tint patches of 25, 50 and 75%; dot gain scale; and gray balance patches for process color (if applicable). These areas must be repeated consecutively across the sheet.

The make and model number of the proofing system utilized shall be furnished with the proofs. These proofs must contain all elements, be in press configuration, and indicate margins. Proofs will be used for color match on press. Direct to plate must be used to produce the final product with a minimum of 2400 x 2400 dpi.

Digital Content proof:

3 set(s) of digital color content proofs. Direct to plate must be used to produce the final product with a minimum resolution of 2400 x 2400 dpi.

Proofs must be created using the same Raster Image Processor (RIP) that will be used to produce the product.

Proofs shall be collated with all elements in proper position (not pasted up), imaged face and back, trimmed and folded to the finished size of the product, as applicable. One set of proofs to be sent to the address provided and one set to be held by contractor for reference, corrections and/or approvals.

Ink Drawdowns for each Pantone

Pantone colors must be simulated on proofs and must be proofed separately on a digital color content, overlay, or inkjet proof.

Contractor to submit ink draw downs on actual production stock of Pantone color(s) used to produce the product. Half of draw down must show varnish or coating, as applicable.

Stock samples: At the same time as submission of the proofs, submit a minimum of 1 set, 8-1/2 x 11 blank sheets to proof addressee of the actual paper to be used in the production of the contract requirements. Samples must be of the kind and quality required by the specifications. The Government will rely on the samples only as a reference to the general appearance of the stock that will be provided by the contractor in conformance to the specifications. The Government assumes no contractual obligation to perform any inspection and test for the benefit of the contractor. The Government's failure to inspect and accept or reject the paper samples shall not relieve the contractor from responsibility, nor impose liability on the Government, for nonconforming paper.

STOCK APPROVAL NOTE: Stock sample must be sent to the address provided below for customer review PRIOR to any contractor stock procurement or use. The customer will not be held financially responsible for any stock procurement for this job that was not previously provided to the customer for review and in conformance to the paper specifications. The requested stock sample is for approval of the actual stock and paper should not be purchased prior to approval of sample.

Deliver all proofs to the below By **December 6, 2024**. Should a second/corrected round of proofs be necessary, the delivery date for this print run is firm and cannot be moved.

Ms. Jackie McGowan, 2 Maple St, Hartsdale, NY 10530

To receive: PDF Proof, (1) High Resolution Proof, (1) Digital Content Proof (folded to final construction size), Ink Drawdowns for each Pantone, Stock samples.

Christopher Hill, Wunderman Thompson, 505 N. Angier Ave NE, 5th Floor, Fourth Ward/ Tower Two, Atlanta, GA 30308

To receive: (1) High Resolution Proof, (1) Digital Content Proof (folded to final construction size), Ink Drawdowns for each Pantone.

Marine Corps Recruiting Command (Code M), Captain Timothy Kao, Advertising Section; 2nd Floor, 3280 Russell Road, Quantico, VA 22134-5103

To receive: (1) High Resolution Proof, (1) Digital Content Proof (folded to final construction size), Ink Drawdowns for each Pantone.

PACKING and SHIPPING:

Sealed packages are to be packed in cartons by outside carrier code.

Individual sealed packages are to be packed in cartons by outside code and shipped to the final destination. Pack in new corrugated solid fiberboard containers with minimum bursting strength of 275 psi. DO NOT SHRINK WRAP ITEMS. Supplied GPO 905 carton labels must be followed. Bulk packaging must be stabilized to avoid bursting or shifting on truck(s) during the delivery process, of which, may cause damage and/or hamper the letter house process.

All inbound materials must arrive on pallets, Pallet size: GMA1 or GMA2 (4-way), length: 48 inches, width: 40/42 inches, Maximum height per pallet: 48 inches, Maximum weight per pallet: 2,500 pounds, Maximum weight per carton: 45 pounds. Failure to properly palletize may be cause for re-palletizing at contractor's expense. See GPO Contract Terms.

DEPARTMENTAL RANDOM COPIES (BLUE LABEL): All orders must be divided into equal sublots in accordance with the chart below. A random copy must be selected from each subplot. Do not choose copies from the same general area in each subplot. The contractor will be required to certify that the copies were selected as directed using GPO Form 917 – Certificate of Selection of Random Copies which can be located on GPO.gov. The random copies constitute a part of the total quantity ordered, and no additional charge will be allowed.

Quantity Ordered	Number of Sublot
1,100,000 Packages	200 of each

These randomly selected copies must be packed separately and identified by a special label, GPO Form 2678 Departmental Random Copies (Blue Label), which must be printed on blue paper and affixed to each affected container. This form can be downloaded from GPO.gov. The container and its contents shall be recorded separately on all shipping documents and sent in accordance with the distribution list.

A copy of the print order/specification and a signed Certificate of Selection of Random Copies must be included.

A copy of the signed Certificate of Selection of Random Copies must accompany the invoice sent to U.S. Government Publishing Office, Financial Management Service, for payment. Failure to furnish the certificate may result in delay in processing the invoice.

QUALITY ASSURANCE RANDOM COPIES: In addition to the Departmental Random Copies (Blue Label), the contractor is required to submit quality assurance random copies to test for compliance against specifications. The purchase order/specifications will indicate the number required, if any. When ordered, the contractor must divide the entire order into equal sublots and select a copy from a different general area of each subplot. The contractor will be required to certify that copies were selected as directed using GPO Form 917-Certificate of Selection of Random Copies (located on GPO.gov). Copies will be paid for at the running rate offered in the contractor's bid and their cost will not be a consideration for award. A copy of the purchase order/specifications must be included.

Quantity Ordered	Number of Sublots
1,100,000 Packages	50

Business Reply Mail labels will be furnished for mailing the quality assurance random copies. The copies are to be mailed at the same time as the first scheduled shipment. A U.S. Postal Service approved Certificate of Mailing, identified by Jacket and Purchase Order numbers must be furnished with billing as evidence of mailing.

NOTIFICATION OF SHIPMENT: Contractor must notify the ordering agency on the same day that the product ships/delivers via e-mail sent to jackie.mcgowan@wundermanthompson.com, Timothy.Kao@marines.usmc.mil, wward@gpo.gov, compliance@gpo.gov. The subject line of this message shall be Distribution Notice for Jacket 618-405 /Title//Requisition Number. The notice must provide all applicable tracking numbers, and shipping method. Contractor must be able to provide copies of all delivery, mailing, and shipping receipts upon agency request.

DISTRIBUTION:

All shipments to be sent by traceable means. All expenses incidental to picking up and returning materials and samples must be borne by the contractor.

F.O.B. DESTINATION – CONTRACTOR PAYS THE FREIGHT TO DELIVER. INSIDE DELIVERY MUST BE MADE BY 2PM LOCAL TIME TO THE BELOW DESTINATIONS.

Prior to shipping full run to Data Mail

25 sealed and 25 unsealed samples of each jacket to:

Ms. Jackie McGowan, 2 Maple Street, Hartsdale, NY 10530

25 sealed and 25 unsealed samples of each jacket to:

Christopher Hill, Wunderman Thompson, 505 N. Angier Avenue, NE, Fourth Ward Tower Two - 5th Floor, Atlanta, GA 30308

25 sealed and 25 unsealed samples of each jacket to:

Marine Corps Recruiting Command (Code M), Captain Timothy Kao, Advertising Section; 2nd Floor, 3280 Russell Road, Quantico, VA 22134-5103

Balance of components (including Blue Label Copies) are to be packed in cartons by outside carrier code and delivered TO:
Data Mail, 240 Hartford Avenue, Newington, CT 06111, Attn: Scott Stickles (860-666-0399)
Contact to schedule delivery: Jim Nadwairski, (860 666-0399), Ext. 276

Printer will need to post back to Wunderman Thompson a hi-res copy of the final production files including any color or copy updates made after receipt of proofs.
Files should be sent electronically to: Clint.Bonner@wundermanthompson.com

SCHEDULE: Adherence to this schedule must be maintained. See "Notice of Compliance with Schedules", in GPO Pub. 310.2. Purchase Order and high-resolution files posted to printers FTP site upon award will be ready for pickup no later than **November 27, 2024.**

Final delivery must be made by **January 14, 2025.**

Unscheduled material such as shipping documents, receipts or instructions, delivery lists, labels, etc., will be furnished with the order or shortly thereafter. In the event such information is not received in due time, the contractor will not be relieved of any responsibility in meeting the shipping schedule because of failure to request such information.

QUALITY ASSURANCE LEVELS AND STANDARDS: The following levels and standards shall apply to these specifications:

Product Quality Levels:

Product Quality Levels:

- (a) Printing (form related) Attributes--Level 1
- (b) Finishing (item related) Attributes -- Level 1

Inspection Levels (from ANSI/ASQC Z1.4):

- (a) Non-destructive Tests -- General Inspection Level I.
- (b) Destructive Tests -- Special Inspection Level S-2.

Specified Standards-- The specified standards for the attributes requiring them shall be:

Attribute	Specified Standard
P-7. Type Quality and Uniformity	Approved Proof
P-8. Halftone Match (Single and Double Impression)	Approved Proof
P-9. Solid and Screen Tint Color	Ink Draw Down Match/Pantone Matching System
P-10. Process Color Match	Approved Proof

Bidders must fill out this page and return it.

BID PRICE: \$ _____ ADDITIONAL RATE: \$ _____ PER: 1,000 Packages

DISCOUNTS: Discounts are offered for payment as follows: _____ Percent, _____ calendar days.
See Article 12 "Discounts" of Solicitation Provisions in GPO Contract Terms (Publication 310.2).

AMENDMENT(S): Bidder hereby acknowledges amendment(s) number(ed) _____

BID ACCEPTANCE PERIOD: In compliance with the above, the undersigned agree, if this bid is accepted within _____ calendar days (60 calendar days unless a different period is inserted by the bidder) from the date for receipt of bids, to furnish the specified items at the price set opposite each item, delivered at the designated points(s), in exact accordance with specifications.

NOTE: Failure to provide a 60-day bid acceptance period may result in expiration of the bid prior to award.

BIDDER'S NAME AND SIGNATURE: Unless specific written exception is taken, the bidder, by signing and submitting a bid, agrees with and accepts responsibility for all certifications and representations as required by the solicitation and GPO Contract Terms – Publication 310.2. When responding by email, fill out and return one copy of all pages in "SECTION 4. – SCHEDULE OF PRICES," including initialing/signing where indicated. *Failure to sign the signature block below may result in the bid being declared non-responsive.*

Bidder _____
(Contractor Name) (GPO Contractor's Code)

(Street Address)

(City – State – Zip Code)

By _____
(Printed Name, Signature, and Title of Person Authorized to Sign this Bid) (Date)

(Person to be Contacted) (Telephone Number) (Email)

THIS SECTION FOR GPO USE ONLY

Certified by: _____ Date: _____ Contracting Officer: _____ Date: _____
(Initials) (Initials)
